NEW DESIGN! ENGINEERING! PREMIUM LINEUP!

DUET® PREMIUM LAUNDRY PAIRS
SALES RESOURCE GUIDE

Whirlpool® Home Appliances

BUILT WITH AMERICAN PRIDE

Not only does America love Whirlpool brand, we proudly design, engineer and assemble our Duet® premium laundry pairs right in the Midwest. Plus, we bring nearly 100 years of laundry leadership to the table.

Cover models with optional pedestals: WFW97HEXR, WE/GD97HEXR, XHPC155XR & WFW97HEXL
Models on this page shown with optional pedestals and worksurface: WFW97HEXL, WE/GD97HEXL, XHPC155XL & XW29000XL

TAKING THE LAUNDRY INDUSTRY BY STORM

AS INNOVATIVE ON THE INSIDE AS THE OUTSIDE

Industry leading design meets **groundbreaking performance** taking Duet® laundry to the next level. Not only is this lineup **leading the way in laundry excellence**, it's engineered to utilize 6th Sense™ technology in ways you never thought were possible. These washers and dryers bring **advanced performance** and **ultimate efficiency** that customers expect from Whirlpool brand.

6TH SENSE™ TECHNOLOGY

6th Sense™ technology is the **most important technology** in this platform. Not only that, it's in both the washer and dryer to **keep clothes looking newer longer**.* (Learn more on page 2.)

ADVANCED PERFORMANCE

Industry-exclusive Quiet Spin 360 technology delivers the **ultimate in vibration control**. Plus, Advanced Moisture Sensing **perfectly dries clothes without wasting energy**. (Learn more on pages 6 & 8.)

ULTIMATE EFFICIENCY

The industry's most resource-efficient pair** **saves enough to pay for itself**! The EcoBoost™ option **drives additional energy efficiency** in both the washer and dryer for **ultimate savings**. (Learn more on page 10.)

FEATURE FINDER

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*keeps clothes looking newer longer**

NOTE: Not all features are available on all models.
*Compared to traditional top load washers. **Among leading brands, based on equal weighting of energy and water usage, electric dryers only.

THE **FUTURE** OF FRONT LOAD IS **NOW**

WHAT IS 6TH SENSE™ TECHNOLOGY?

It's **the most important technology** in today's laundry pairs. Whirlpool brand's exclusive 6th Sense™ technology is a **package of intelligent systems** that sense and manage what was once beyond your control to **keep clothes looking newer longer**.*

HOW IT WORKS IN THE WASHER AND DRYER

Only Whirlpool brand's 6th Sense™ technology incorporates a combination of **sensory intelligence into each load of laundry customers wash and dry**.

THE 6TH SENSE™ TECHNOLOGY ADVANTAGE

Keeps clothes looking newer longer!* No matter the clothing type, the washer adapts to provide just the right amount of wash action and detergent for **gentle cleaning**.

Because of advanced sensor technology in the dryer, **loads are thoroughly dried** and they get precise results even with bulky items like comforters or jeans.

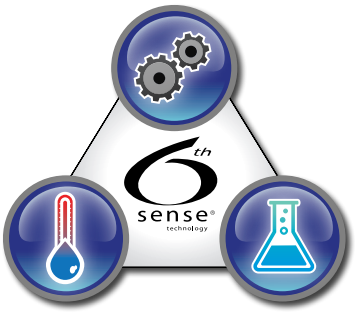
Duet® premium laundry pairs with 6th Sense™ technology help colors stay richer and brighter.*

Look for the 6th Sense™ technology logo throughout the guide for features enabled by this new innovation.

*Compared to traditional top load washers.

With nearly **100 years of laundry leadership**, we know more than any other brand about fabric care. Our Institute of Fabric Science washes more than a million loads of laundry yearly. This research has allowed us to develop the **perfect balance of mechanical, thermal and chemical components** that are key to 6th Sense™ technology and **extending the life of clothes**.

Washer



MECHANICAL COMPONENT
Clothing moves through a cleaning solution while also tumbling, rinsing, rolling over and spinning.

+ Adaptive wash actions

+ Quiet Spin 360 technology

Up to 16 wash actions adapt to the selected fabric type. Plus, the washer adapts to any environment for ultimate vibration control.

THERMAL COMPONENT
Water temperature determines the strength of the chemical action.

+ Care Control temperature management system

Additives are dispensed at their ideal temperature for deeper cleaning. Get optimal results with cold water wash using less than 12 gallons of water per cycle.

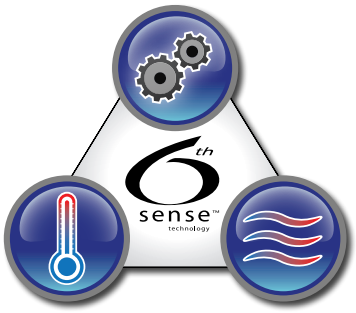
CHEMICAL COMPONENT
When detergent mixes with water it releases cleaning enzymes that are attracted to dirt and oils.

+ Direct Inject wash system

+ Precision Dispense, "Plus" or "Ultra"

Detergent and additives are evenly distributed throughout the cycle at just the right time for optimal cleaning.

Dryer



TUMBLING COMPONENT
Clothes tumble through the dryer drum. This movement promotes drying even when heat is not added.

+ Adaptive tumbling

+ Quad baffles

The dryer senses the load and assigns the appropriate level of tumbling for each load for even drying. In addition, Quad baffles help prevent clothes from riding the drum.

THERMAL AND AIRFLOW COMPONENTS
Varying levels of heat are used depending on fabric type.

+ Advanced Moisture Sensing system

Only dryers with this technology actively engage 3 different sensors: inlet and outlet thermistors and moisture sensors. This system promotes more uniform drying while using less energy.

STEAM COMPONENT
A fine mist of water is sprayed into a heated drum to create steam. When activated it can help relax wrinkles.

+ Enhanced Touch Up Steam cycle enabled by 6th Sense™ technology

Load size is sensed and time is selected so wrinkles are reduced and clothes are refreshed no matter the load.

Customers can keep clothes looking newer longer.* It's all made possible with 6th Sense™ technology.

Reference your 6th Sense™ technology front load washer sheet while on the sales floor for a feature refresher.

*Compared to traditional top load washers.

FEATURES ON DUET® PREMIUM WASHERS

Duet® premium washers deliver a **host of intelligent features** enabled by 6th Sense® technology.

6th sense® technology

QUIET SPIN 360 TECHNOLOGY EXCLUSIVE

Industry-exclusive Quiet Spin 360 technology delivers the **ultimate in vibration control**. Now customers can own **a washer that adapts to any environment**, including upper floor installation, and be assured of great spin performance and **vibration control**.

A TRIO OF PRECISION DISPENSE SYSTEMS

Customers can get Precision Dispense or step-up to "Plus" and "Ultra" systems. Detergent and additives are released at the correct time during the cycle to **penetrate fabrics and virtually eliminate pretreating**.

DIRECT INJECT WASH SYSTEM

Automatically senses the size of each load to use **just the right amount of water and deliver great cleaning**. The wash system is **10% more gentle* while delivering better cleaning performance**.

5.0 CU. FT. I.E.C. EQUIVALENT** CAPACITY

Wash up to **20 pairs of various size jeans in a single load**. The washer's 5.0 cu. ft. I.E.C. equivalent** capacity wash drum offers enough space to handle larger loads and bulky items. Plus, the washer **adapts for small loads** so water is conserved even when washing a single item.

16-HOUR FANFRESH™ OPTION WITH DYNAMIC VENTING TECHNOLOGY™ (DVT) EXCLUSIVE

Wash and dry a small load right in the washer!† The built-in washer fan activates after the wash cycle is over, tumbling clothes for up to 16 hours. In addition, this option can be used without a cycle to begin drying out the wash drum.

ECOBOOST™ OPTION EXCLUSIVE

Get additional energy efficiency and optimal cleaning performance at once. This option slightly lowers water temperature and increases wash time to **use less energy** while still **delivering supreme cleaning**.

AMERICA'S BEST-SELLING

*Compared to traditional top load washers. **Equivalent volume per I.E.C. International Standard, 4th Ed., based on 4.3 cu. ft. DOE measurement. †Based on a 3 lb load of lightweight fabrics. ††*Euromonitor*, 2009.

FEATURES ON DUET® PREMIUM DRYERS

Clothing is **gently dried in the most efficient way** with innovations unique to this model lineup.

EXCLUSIVE ADVANCED MOISTURE SENSING & QUAD BAFFLES

Three active built-in sensors read temperature and moisture levels so the cycle ends when clothes are perfectly dry without wasting time and energy. Four staggered baffles **increase dryer effectiveness and promote balanced tumbling**.

ADAPTIVE TUMBLING

The dryer senses temperature and moisture levels and **assigns the appropriate level of tumbling for each load**. Adaptive tumbling provides gentle fabric care and excellent drying performance for both large and small loads.

STEAM CYCLES

In the dryer, steam-enhanced cycles **help relax wrinkles and refresh loads**. Clothes go from lying there to ready to wear without rewashing. In addition, the Quick Refresh steam cycle can **revive an outfit in just 15 minutes**.

6th sense™ technology

7.4 CU. FT. CAPACITY

Dry bulky comforters with ease thanks to the 7.4 cu. ft. capacity. Plus, small items are **dried without wasting energy**. Not only that, the quad baffles **keep even small loads actively tumbling** for efficient drying.

STAINLESS STEEL DRYER DRUM

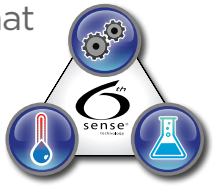
The smooth surface provides a **premium look** and protects fabrics. Not only that, our stainless steel is a **more durable**, **thicker gauge**!

EXCLUSIVE ECOBOOST™ OPTION

Activate this option to **save energy** by extending the cycle time by a few minutes and lowering the dryer temperature. Works with any non-Steam, non-Sanitize cycle.

LAUNDRY BRAND††

6th Sense® technology is the Whirlpool brand difference™ that provides **optimal quietness** with **superb vibration control** without **sacrificing ultimate cleaning**. Pair this intuitive washer with the dryer for the **perfect laundry package**.



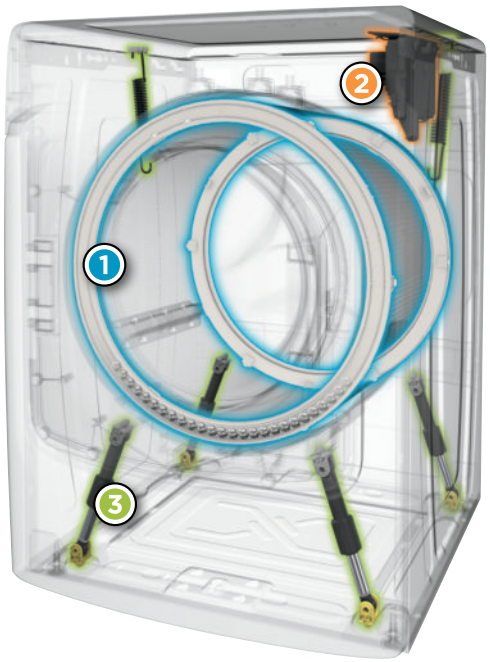
ULTIMATE VIBRATION CONTROL

QUIET SPIN 360 TECHNOLOGY EXCLUSIVE

Industry-exclusive Quiet Spin 360 technology delivers the **ultimate in vibration control**. Now customers can own **a washer that adapts to any environment**, including upper floor installation, and be assured of great spinning performance and **vibration control**.

HOW IT WORKS: THREE KEY COMPONENTS

1. **Two balancing rings**, both with 26 ball bearings, one in the front and the other in the back of the wash basket easily handle loads at top speeds while maintaining control. Other brands use only a single ring with just 9 ball bearings!
2. The **accelerometer** on the cabinet uses a microprocessor to measure the washer's movement. It recalibrates for every load size and monitors continuously throughout the cycle for optimal spin speeds.
3. An improved **6-point suspension system** is tuned to handle even the largest loads and fastest spin speeds.



DIRECT DRIVE MOTOR BENEFITS

- Delivers Cradle Clean™ wash action
- Easily spin a 5.0 cu. ft. I.E.C. equivalent* capacity load
- Improved energy savings
- Improved reliability

BENEFITS

- Recalibrates for every load so the largest loads stay balanced at optimal spin speeds, unlike competitors who reduce spin speeds to stay balanced
- Even on soft floors this intuitive system adjusts to accommodate its location
- If the washer is moved to a new location, it learns the characteristics of the new install
- Delivers more centered spin performance, allowing for installation virtually anywhere

*Equivalent volume per I.E.C. International Standard, 4th Ed., based on 4.3 cu. ft. DOE measurement.

MADE TO DELIVER ULTIMATE CLEANING

Models: WFW97HEXR & XHPC155XR

ECOBOOST™ OPTION EXCLUSIVE

This option slightly lowers water temperature and minimally increases mechanical action to **use less energy while still delivering great cleaning and gentle performance**.

16-HOUR FANFRESH™ OPTION WITH DYNAMIC VENTING TECHNOLOGY™ (DVT) EXCLUSIVE

A built-in fan **begins the drying process in the washer**. It activates after the cycle, tumbling clothes for up to 16 hours so you can **wash and dry a small load right in the washer!**** It **can dry up to 5 basketball uniforms** without using the dryer. Plus, run the fan to begin drying out the washer in between loads.

- Activate this option for the fan and tumbling to automatically start at the cycle's end for up to 16 hours
- In addition, it may be used independently without a wash cycle

BENEFITS

- Dry a small load in the washer overnight**
- Saves dryer energy by starting the drying process in the washer

PRECISION DISPENSE ULTRA EXCLUSIVE 6th sense technology

No other brand has a more precise dispensing system. A removable cartridge holds multiple doses of detergent. Depending on load size and fabric type, the dispenser will dose multiple injections of detergent solution while the washer fills for superior cleaning performance (Model WFW97HEX only).

HOW IT WORKS (WFW97HEX ONLY)

1. On first use, the customer must select detergent concentration and water hardness using the full-color widescreen LCD. Repeat this step only if another detergent concentration is used for different loads.
2. A removable detergent cartridge ensures that the correct dosing is dispensed on each load.
3. Detergent mixes with water at the right time to penetrate fabrics and virtually eliminate pretreating.
4. When the detergent is low, the LCD screen displays an alert. Press start again on the cycle to override.

BENEFITS

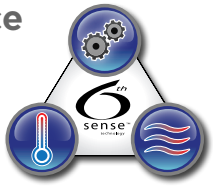
- Better cleaning using less detergent
- Holds enough 6X concentrated detergent to clean up to 36 loads†
- Uses nearly 10% less HE detergent

SEE HOW "ULTRA" COMPARES TO OUR OTHER DISPENSING SYSTEMS

	PRECISION DISPENSE ULTRA (MODEL WFW97HEX)	PRECISION DISPENSE PLUS (MODEL WFW95HEX)	PRECISION DISPENSE (MODEL WFW94HEX)
DETERGENT LIQUID	X	X	X
DETERGENT POWDER	X	X	X
OXI		X	
BLEACH	X	X	X
FABRIC SOFTENER	X	X	X
BULK DISPENSER (UP TO 36 LOADS†)			X

**Based on a 3 lb load of lightweight fabrics.
†Based on 6X concentration of HE detergent.

Now customers can get a dryer with **efficient performance** enabled by 6th Sense™ technology. **Adaptive tumbling**, **ideal temperature** and **optimal airflow** combine so loads are **dried to perfection** while **using less energy**.



INDUSTRY'S MOST DYNAMIC DRYING

ADVANCED MOISTURE SENSING SYSTEM EXCLUSIVE

Three active built-in sensors read incoming air temperature, exhaust air temperature and moisture levels so that the drying cycle can end when **everything is perfectly dry**, **saving time and energy**.

QUAD BAFFLES EXCLUSIVE

Four interior staggered baffles keep clothes tumbling in the drum for **ultimate drying**. While most dryers just have three, this innovative design **promotes balanced tumbling keeping clothes from riding the baffle**. Point out the difference in number of baffles to customers.

HOW IT WORKS

1. An **inlet thermistor** on the heater box checks temperature of incoming hot air.
2. **Moisture sensing strips** give a signal when there's moisture and calculate the number of damp hits.
3. An **outlet thermistor** measures heat coming out of the duct.
4. The four baffles keep clothes actively tumbling.

When the temperatures of the inlet and outlet thermistors reach a set point and there are no more damp hits, the load is dry.

Competitive models have moisture strips, but only Duet® premium dryers actively engage 3 different sensors. Our dryers sense whether an item is fully dry or just dry on the outside. If extra time is needed it's automatically added so **clothes are dried to perfection**.

BENEFITS

- Even jeans and bulky comforters are thoroughly dry by cycle's end
- Single items dry quickly while conserving energy
- Keeps clothes looking newer longer*

*Compared to traditional top load washers.

QUIET TUMBLING

Cross-sectional view

A. 430-Grade stainless steel
B. Sound-dampening laminate
C. Galvanized coating

SILENTSTEEL™ DRYER DRUM EXCLUSIVE

Uses three-layers of material to **dramatically minimize noise level**. The middle layer is made of a sound-dampening material that **covers the entire dryer drum**.

Plus, it has a brushed look that provides a showroom appearance for years to come, so the **dryer looks newer longer**. (Model WE/GD97HEX)

THINK OF IT THIS WAY

It's like ringing a bell! When you put your hand around a bell and try to ring it, the sound is dampened. Show customers the difference in **sound-dampening quality** by tapping on the dryer drum of WE/GD97HEX and compare it to that of other competitive models.

STAINLESS STEEL DRYER DRUM

The smooth surface delivers a **premium look** and protects fabrics. Not only that, our stainless steel is a **more durable**, **thicker gauge**!
(Models WE/GD95HEX & WE/GD94HEX)

STEAM 6th sense™

Refresh a full load of clothes in as little as 20 minutes!
The Enhanced Touch Up Steam cycle enabled by 6th Sense™ technology senses load size and type of fabric, then assigns just the right time.

In addition, the Quick Refresh steam cycle can **revive items in just 15 minutes**. Select models can refresh up to 12 items! It's ideal for those items customers would rather not rewash. Plus, an innovative Y-connector draws from the existing water line with **no need to manually fill a reservoir**.

BENEFITS

- Refresh a full load of clothes in as little as 20 minutes
- Keeps clothes looking newer longer*

ECOBOOST™ OPTION EXCLUSIVE

Activate this option to **save energy** by utilizing a **dual-wattage heating element** and slightly extending the cycle time. Savings are accrued by using 1/2 the wattage to **maintain the same great performance**. Works with any non-Steam, non-Sanitize cycle. Turn the page to see the savings!

Models: WE/GD97HEXR & XHPC155XR
*Compared to traditional top load washers.

Powered by 6th Sense® technology, the **entire Duet® washer lineup** exceeds ENERGY STAR® qualification with an eco-friendly **CEE Tier 3* rating**. Plus, this front load lineup delivers **dryers with efficiency** features, too!

THE PAIR THAT WAS MADE TO SAVE

SAVINGS IN THE WASHER AND THE DRYER!

THE EFFICIENCY OF FRONT LOAD WASHING

The eco-friendly CEE Tier 3* rating, awarded only to **the most efficient models**, makes Duet® washers some of the highest water- and energy-efficient washers customers can buy.

Plus, the EcoBoost™ option gives **additional energy efficiency** without giving up cleaning or gentleness.

EFFICIENCY, EVEN IN THE DRYER

EcoBoost™ option in the dryer **saves energy** by slightly extending the cycle time and using half of the wattage!

Plus, the Advanced Moisture Sensing system **perfectly dries loads without wasting additional time and energy**.

WILL THE REAL COLD WATER WASH PLEASE STAND UP?

Don't let customers be fooled by those who claim to have eco-friendly cycles. Some Cold Wash cycles on the market claim to save major resources and money, while simultaneously wasting over 40 gallons of water per cycle. Our cold wash cycle uses less than 12 gallons!

ASK	TELL	SELL
•What steps have you taken in order to save money on your utility bills? •What impact do you think your existing appliances have on your monthly energy bills?	Many of us have taken steps to lower utility bills like using HE light bulbs, turning the heat down and taking shorter showers. Those tactics only save pennies on the dollar. Duet® washers and dryers offer efficiency features that help save major cash!	Available on all Duet® premium washer and dryer models

*Based on the Consortium for Energy Efficiency qualified product ratings.

LIFETIME SAVINGS PAY FOR THE PAIR!

WASHERS USE UP TO **82%** LESS** WATER AND **86%** LESS** ENERGY

LET'S DO THE MATH!

WASHER SAVINGS

UP TO $132.79 IN WATER SAVINGS PER YEAR

\+ UP TO $71.51 IN ENERGY SAVINGS PER YEAR

X 11 YEARS

UP TO $2,247.34 IN LIFETIME WATER AND ENERGY SAVINGS†

DRYER SAVINGS

UP TO $92.47 IN ENERGY SAVINGS PER YEAR

X 12 YEARS

UP TO $1,109.62 IN LIFETIME ENERGY SAVINGS††

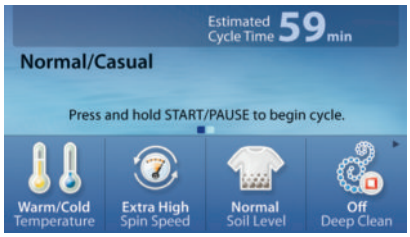
GRAND TOTAL

SAVE UP TO $3,356.96!

**Compared to pre-2004 traditional washers. †Compared to pre-2004 traditional washers, based on average use, 11-year life.
††Compared to a traditional top load pair, electric models only, based on average use, 12-year life, when paired with a Duet® washer.

We're **bringing innovation with a fresh, new face**! Our Duet® premium washers and dryers make a stylish centerpiece for any laundry space. Our newest pairs feature unique lines and **chrome accents**. Color options include White, Cranberry and Lunar Silver.

WIDESCREEN LCD PUTS



CYCLE STARTUP

The full-color widescreen LCD display featured on this Duet® premium laundry pair allows customers to select cycles more intelligently. They can begin a cycle with just the touch of a button or customize a cycle exactly to their liking.

PRECISION DISPENSE PLUS

The LCD display also allows customers to input the proper detergent concentration and water hardness needed for Precision Dispense Ultra to deliver the best fabric care possible.

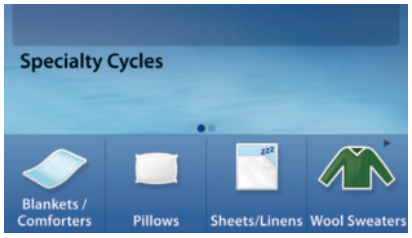
YOU IN CONTROL

ON WASHER WFW97HEX
AND DRYER WE/GD97HEX

Stain Assist
Press MORE
INFO to exit
Get expert advice on removing stains. Check the inside of the garment for the care label to be sure pretreatment and/or the suggested cycle will not adversely affect the garment. First, pick a stain category.
Children
Beverage
Food
Household

STAIN ASSIST LAUNDRY APP

Stubborn stains are a challenge for your customers. The Stain Assist feature is here to offer useful suggestions that will help keep their clothes looking white and bright, by providing information on a number of common stains and soils.



SPECIALTY CYCLES LAUNDRY APP

This pair offers 14 specialty care cycles that help your customers wash and dry those items that they might not think of cleaning with a traditional laundry pair.

TAKE IT TO THE FLOOR

ENTERING DEMOS FOR MODELS WFW97HEX & WE/GD97HEX

LCD screen demo (Washer and Dryer)

- From OFF mode, press and hold START/PAUSE and MORE INFO at the same time for 3 seconds and then press START/PAUSE once within 5 seconds
- This will show a sequence of screens to show customers the details of the product, and you can interact with the control panel

Wash and spin demo (Washer only)

- From the screen demo highlighted above, press and hold SYSTEM SETTINGS and MORE INFO at the same time for 3 seconds. This will operate a short wash cycle as follows:
  1. Child Lock routine
  2. Cradle Clean™ wash motion
  3. Wash action
  4. High speed spin
  5. FanFresh™ option
- Press POWER to end the sales demo

ENTERING DEMOS FOR MODELS WFW95HEX & WE/GD95HEX OR WFW94HEX & WE/GD94HEX

Control panel demo (Washer and Dryer)

- From OFF mode, press and hold START/PAUSE and CONTROL LOCK at the same time for 3 seconds and then press START/PAUSE once within 5 seconds
- This will show a sequence of indicator lights to show customers the details of the product, and you can interact with the control panel

Wash and spin demo (Washer only)

- From the control panel demo highlighted above, press and hold CYCLE SIGNAL and CONTROL LOCK at the same time for 3 seconds. This will operate a short wash cycle as follows:
  1. Child Lock routine
  2. Cradle Clean™ wash motion
  3. Wash action
  4. High speed spin
  5. FanFresh™ option
- Press POWER to end the sales demo

TELL CUSTOMERS ABOUT THE 6TH SENSE™ TECHNOLOGY ADVANTAGE!

ASK: How hesitant are you to wash delicates in the washer? How long do you put off washing jeans? Because of 6th Sense™ technology, specialized cycles take gentle care of items so customers can keep clothes looking newer longer.* The Delicates cycle keeps lingerie silky and smooth. Not to mention, the Jeans cycle thoroughly washes and dries your customers' favorite pants.

*Compared to traditional top load washers.

affresh Washer Cleaner

It takes more than hot water to clean the washer! Sell customers Affresh® washer cleaner to remove or reduce odor-causing residue.

LAUNDRY 1-2-3™ CUSTOM DESIGN OPTIONS

Design a laundry room that does more than just wash and dry. Laundry 1-2-3™ worksurfaces and pedestals are instant, customizable solutions for organizing, sorting, treating and folding.

PEDESTALS

Available in different sizes, pedestals create an ideal ergonomic solution to ease loading and unloading. Not only that, with their new design and chrome accents, they look better than ever! Duet® premium laundry pairs may be installed on our current pedestals, too.

NEW! 15.5" premium pedestals with chrome handle
Model numbers: XHPC155X W | L | R

15.5" current pedestals
Model numbers: XHP1550V W
XHP1550W L | R

10" current pedestals
Model numbers: WHP1000S W
XHP1000W R

WORKSURFACES

Adding a worksurface to any front load laundry pair creates an uninterrupted work space to sort, treat and fold. The innovative SpillGuard™ surface helps contain accidental spills.

Model numbers: XW29000X W | L | R

COLOR OPTIONS

W | White
L | Lunar Silver
R | Cranberry

APPLIANCE CARE ESSENTIALS

AFFRESH® WASHER CLEANER

Remove or reduce odor-causing residue from the washer. (Part No. W10135699)

WASHER DISPENSER CARTRIDGE

Order an extra for further laundry customization. (Part No. W10250743A)

LP CONVERSION KIT

Part No. W10307153

STACK KIT

Part No. W10298318RP

DRYER RACK

Part No. W10322470A

4-WAY VENT KIT

Part No. W10323246
(Universal Midnight Gray)

KNOW YOUR WASHER

Model shown: WFW97HEX

ITEMS TO WASH	WASH CYCLES	WASH TEMPERATURE*	SPIN SPEED	SOIL LEVEL	STEAM OPTION	AVAILABLE OPTIONS	CYCLE DETAILS	CYCLE TIME
Sturdy colorfast fabrics, heavily soiled garments, towels and jeans	Heavy Duty	Sanitize** **Hot** Warm Cold	**Extra High** High Medium Low No Spin	**Heavy** Normal Light	Yes	Extra Rinse Deep Clean Presoak EcoBoost™ FanFresh™ Delay Start	High-speed tumbling and a high-speed final spin help provide optimal cleaning and reduce drying times.	1:36–1:48
Normally soiled cottons, linens, sheets and mixed garment loads	Normal/ Casual	Sanitize** Hot **Warm** Cold	**Extra High** High Medium Low No Spin	Heavy **Normal** Light	Yes	Extra Rinse Deep Clean Presoak FanFresh™ Delay Start	This cycle combines medium-speed tumbling and a high-speed spin. This cycle is designed to provide the most energy efficiency.	0:59–1:15
Heavy-soiled white fabrics	Whitest Whites	Sanitize** **Hot** Warm Cold	**Extra High** High Medium Low No Spin	**Heavy** Normal Light	Yes	**Extra Rinse** Deep Clean Presoak EcoBoost™ FanFresh™ Delay Start	Hot wash temperatures ensure liquid chlorine bleach action. An Extra Rinse helps remove any bleach residue in clothes.	1:45–2:00
Blankets, comforters	Bulky Items	Sanitize** Hot **Warm** Cold	High **Medium** Low No Spin	Heavy **Normal** Light	Yes	Extra Rinse Deep Clean Presoak EcoBoost™ FanFresh™ Delay Start	Uses an initial soak to completely saturate the load, followed by medium wash speeds and a medium-speed spin to maintain load balance.	1:10–1:30
Small loads of lightly soiled garments	Quick Wash	Hot **Warm** Cold	**Extra High** High Medium Low	Heavy Normal **Light**	No	Extra Rinse FanFresh™ Delay Start	For small loads (3–4 items) needed quickly. This cycle combines high-speed tumbling, a shortened wash time and a high-speed spin for reduced drying times.	0:22–0:40
Sheer fabrics, lingerie, sweaters and lightly-soiled shirts, blouses, trousers, pants and dresses	Delicate	**Warm** Cold	Extra High High Medium **Low** No Spin	Normal **Light**	No	Extra Rinse FanFresh™ Delay Start	This cycle combines low-speed tumbling and low-speed spin for gentle fabric care and reduced wrinkling.	0:36–0:44
Small loads of items labeled "handwash," undergarments and washable silks	Hand Wash	Warm **Cold**	Extra High High Medium **Low** No Spin	Normal **Light**	No	Extra Rinse FanFresh™ Delay Start	Similar to the way garments are hand-washed in a sink, this cycle combines periods of low-speed tumbling and soaking. NOTE: Use mesh garment bags as needed.	0:28–0:36
Swimwear and items that need rinsing only	Rinse & Spin	Warm **Cold**	**Extra High** High Medium Low No Spin	N/A		**Extra Rinse** FanFresh™ Delay Start	This cycle adds water, then uses high-speed tumbling and an extra high-speed spin. For some fabrics, you may wish to set the spin speed to a lower setting.	0:29–0:33
Wet loads of clothes	Drain & Spin	N/A	**Extra High** High Medium Low	N/A	No	FanFresh™ Delay Start	Use Drain & Spin to remove excess water from the load by choosing Rinse/Drain & Spin and turning off Extra Rinse. Spin speeds can be set to a lower setting.	0:18–0:22
Sturdy garments and household items exposed to possible allergens	Allergen†	Sanitize** **Hot**	**Extra High** High Medium	**Heavy** Normal Light	Yes	Extra Rinse Deep Clean Presoak FanFresh™ Delay Start	Maintains heat and uses more water to flush out allergens such as ones exposed to dander from normally-soiled items.	1:40–1:55
Jeans and denims	Jeans	**Warm** Cold	**Medium** Low No Spin	Heavy **Normal** Light	No	Extra Rinse Presoak FanFresh™ Delay Start	Cycle combines low-speed tumbling and medium-speed spins to provide gentle care for jeans and denims.	1:05–1:20
No clothes in washer	Clean Washer cycle with Affresh®	N/A	N/A	N/A	No	N/A	Use monthly with Affresh® cleaner to cleanse the interior of the washer. Make sure no clothes are in the washer. The Clean Washer light will flash every 30 loads to remind you to run the Clean Washer cycle.	1:05
Varies by cycle. See LCD for details on individual cycles.	Specialty cycles	N/A	N/A	N/A	No	N/A	Specialty cycles provide custom cycles for tackling common household cleaning tasks. Refer to the on-screen description for the individual cycles for additional details and available settings.	Varies
Custom	My Cycle	N/A	N/A	N/A	No	N/A	Save your favorite cycle and setting combinations.	Varies

NOTE: Not all features are available on all models. Bold type indicates default settings.

*All temperature selections feature a Cold rinse, except Warm, which features a warm wash and a warm rinse. **Cycles certified by NSF International to reduce 99.9% of household bacteria. Bacteria tested were *K. pneumonia, P. aureginosa, S. aureus*. †Cycle certified by NSF International to reduce up to 95% of tested allergens. Allergens tested were dust mites and pet dander.

AND DRYER CONSOLES

Model shown: WE/GD97HEX

ITEMS TO DRY	DRY CYCLES	DRYING TEMPERATURE	DRYNESS LEVEL	DEFAULT TIME	AVAILABLE OPTIONS	CYCLE DETAILS
Heavyweight items such as towels or heavy work clothes	Heavy Duty	**High**	More **Normal** Less	**45**	Damp Dry Signal Wrinkle Shield™ Reduce Static EcoBoost™	Use for drying large or heavy items.
Work clothes, casual wear, mixed cottons, sheets and corduroys	Normal	**Medium**	More **Normal** Less	**38**	Damp Dry Signal Wrinkle Shield™ Reduce Static EcoBoost™	Medium to large loads of mixed fabrics and items.
Jeans and denims	Jeans	**Medium**	More **Normal** Less	**50**	Damp Dry Signal Wrinkle Shield™ Reduce Static EcoBoost™	For jeans and other denim-type fabrics.
Jackets, comforters and pillows	Bulky Items	**Medium**	More **Normal** Less	**55**	**Damp Dry Signal** Wrinkle Shield™ Reduce Static EcoBoost™	Use for drying large, bulky items and do not overfill dryer drum. Rearrange items partway through cycle to aid in drying.
Shirts, blouses, permanent press, synthetics and lightweight items	Casual	**Low**	More **Normal** Less	**35**	Damp Dry Signal **Wrinkle Shield™** Reduce Static EcoBoost™	For normal light- to medium-weight fabrics.
Undergarments, blouses, lingerie and performance wear	Delicate	**Extra Low**	More **Normal** Less	**35**	Damp Dry Signal **Wrinkle Shield™** Reduce Static EcoBoost™	For gently drying delicate items.
Small loads and sportswear	Quick Dry	**High** Medium Low Extra Low Air Only	N/A	**15**	**Wrinkle Shield™**	For small loads of 3–4 items.
Heavyweight items	Timed Dry	**High** Medium Low Extra Low Air Only	N/A	**40**	**Wrinkle Shield™**	Use for drying large or heavy items.
Shirts, blouses and slacks	Quick Refresh	**Medium**	N/A	**12**	**Wrinkle Shield™** Reduce Static	Use this cycle to refresh loads or light wrinkles. Select the number of garments to be refreshed. NOTE: Cycle time will increase depending on number of garments.
Mixed loads	Enhanced Touch Up	High **Medium High** Medium	N/A	**20**	**Wrinkle Shield™** Reduce Static	Use to remove wrinkles, including loads left in the dryer too long. Dry time will automatically adjust when the load size is sensed. Cycle run time cannot be manually adjusted, but Drying Temperature is selectable.
Varies by cycle. See LCD for details on individual cycles.	Specialty cycles	N/A	N/A	N/A	N/A	Specialty cycles provide custom cycles for tackling common household cleaning tasks. Refer to the on-screen description for the individual cycles for additional details and available settings.
Custom	My Cycle	N/A	N/A	N/A	N/A	Save your favorite cycle and setting combinations.

All Duet® premium washers and dryers feature similar cycles and options

MODEL LINEUP

Bold, highlighted type and plus (+) indicate a step-up.
Blue type indicates a 6th Sense™ feature.

WFW97HEX W | L | R

Recommended dryer: WE/GD97HEX

+ Precision Dispense Ultra
+ Full-color widescreen LCD display
+ Laundry Apps: 14 Specialty cycles, Stain Assist, Hints & Tips, Before You Call

5.0. cu. ft. I.E.C. equivalent* capacity
ENERGY STAR® qualified
CEE Tier 3** rated
Direct Inject wash system
Care Control temperature management system
Quiet Spin 360 technology
Ramp-up LED lighting
NSF Certified Allergen cycle
12 cycles / 6 temperatures
16 adaptive wash actions
NSF Certified Sanitary Steam cycles with heater
16-hour FanFresh™ option with Dynamic Venting Technology™ (DVT)
EcoBoost™ option
Deep Clean Steam option
Up to 1,400 RPM max spin speed
Quiet Wash Plus system
38" (H) x 27" (W) x 31-1/2" (D)

WE/GD97HEX W | L | R

Recommended washer: WFW97HEX

+ Full-color widescreen LCD controls
+ Laundry Apps: 14 Specialty cycles, Hints & Tips, Before You Call
+ SilentSteel™ dryer drum

7.4 cu. ft. capacity
Advanced Moisture Sensing system
Adaptive tumbling
Care Control temperature management system
EcoBoost™ option
Ramp-up LED lighting
13 cycles / 6 temperatures
Quick Refresh Steam cycle (Adjustable)
Enhanced Touch-Up Steam cycle
Static Reduce option
140-minute Wrinkle Shield™ Plus option with Steam
Quiet Dry Ultra system
38-1/8" (H) x 27" (W) x 31-1/2" (D)

WFW95HEX W | L | R

Recommended dryers: WE/GD95HEX, WE/GD94HEX

+ Precision Dispense Plus
+ NSF Certified Sanitary Steam cycles with heater
+ Deep Clean Steam option
+ Oxi dispenser
+ Ramp-up LED lighting

5.0 cu. ft. I.E.C. equivalent* capacity
ENERGY STAR® qualified
CEE Tier 3** rated
Direct Inject wash system
Care Control temperature management system
Quiet Spin 360 technology
NSF Certified Allergen cycle
11 cycles / 5 temperatures
16 adaptive wash actions
16-hour FanFresh™ option with Dynamic Venting Technology™ (DVT)
EcoBoost™ option
Up to 1,400 RPM max spin speed
Quiet Wash Plus system
38" (H) x 27" (W) x 31-1/2" (D)

WE/GD95HEX W | L | R

Recommended washers: WFW95HEX, WFW94HEX

+ Quick Refresh Steam cycle (Adjustable)
+ Enhanced Touch-Up Steam cycle
+ 140-minute Wrinkle Shield™ Plus option with Steam
+ Ramp-up LED lighting
+ Static Reduce option

7.4. cu. ft. capacity
Advanced Moisture Sensing system
Adaptive tumbling
Care Control temperature management system
Stainless steel dryer drum
EcoBoost™ option
11 cycles / 5 temperatures
Quiet Dry Ultra system
38-1/8" (H) x 27" (W) x 31-1/2" (D)

*Equivalent volume per I.E.C. International Standard, 4th Ed., based on 4.3 cu. ft. DOE measurement.
**Based on the Consortium for Energy Efficiency qualified product ratings.

The added bonuses of Duet® premium laundry pairs

Models: WFW97HEX, WE/GD97HEX

With full-color widescreen LCD controls and Laundry Apps, customers get unmatched fabric care. Plus, the bulk dispensing option makes it easier to wash a load than ever before. Not only that, the SilentSteel™ drum delivers ultimate dryer quietness.

Models: WFW95HEX, WE/GD95HEX

Clothes are brightened with oxi dispensed by Precision Dispense Plus and deep cleaned with the NSF Certified Sanitary Steam cycles and Deep Clean Steam option. Plus, steam in the dryer reduces wrinkles and refreshes loads!

WFW94HEX W | L | R

Recommended dryers: WE/GD94HEX, WE/GD95HEX

+ 5.0 cu. ft. I.E.C. equivalent* capacity
+ Quiet Spin 360 technology
+ EcoBoost™ option
Direct Inject wash system
ENERGY STAR® qualified
CEE Tier 3** rated
Precision Dispense
Care Control temperature management system
NSF Certified Sanitize water temperature option
NSF Certified Allergen cycle
10 cycles / 5 temperatures
14 adaptive wash actions
16-hour FanFresh™ option with Dynamic Venting Technology™ (DVT)
Up to 1,400 RPM max spin speed
Quiet Wash Plus system
38" (H) x 27" (W) x 31-1/2" (D)

WE/GD94HEX W | L | R

Recommended washers: WFW94HEX, WFW95HEX

+ Advanced Moisture Sensing system
+ Stainless steel dryer drum
+ EcoBoost™ option
7.4 cu. ft. capacity
Adaptive tumbling
Care Control temperature management system
LED drum light
8 cycles / 5 temperatures
Quick Refresh Steam cycle
120-minute Wrinkle Shield™ Plus option
Quiet Dry Ultra system
38-1/8" (H) x 27" (W) x 31-1/8" (D)

Models: WFW94HEX, WE/GD94HEX

Quiet Spin 360 technology minimizes vibration. This innovation adapts to any installation and recalibrates for every load. Plus, the Advanced Moisture Sensing system dries even the bulkiest items thoroughly before ending the cycle.

COLOR OPTIONS

Available colors shown next to each model number

W | White

L | Lunar Silver

R | Cranberry

WFW97HEXL

BRAND CLASSIFICATION

W= Whirlpool

LAUNDRY PLATFORM

FW = Front load washer
ED = Electric dryer
GD = Gas dryer

FEATURE SET

Ranges from 94–97. The higher the number, the more features.

PRODUCT TYPE

HE= High-efficiency Duet® premium washer or Resource Saver® dryer

YEAR OF LAUNCH

X = 2010

COLOR

W= White
L = Lunar Silver
R = Cranberry

*Equivalent volume per I.E.C. International Standard, 4th Ed., based on 4.3 cu. ft. DOE measurement.
**Based on the Consortium for Energy Efficiency qualified product ratings.

"Wash and dry a small load right in the washer!"*

6th Sense™ technology keeps

"Colors stay richer and brighter with 6th Sense™ technology."**

SALES MATERIALS

Order support materials such as P-O-P and training documents online 24 hours a day via whr.com or mywhirlpool.com. Please have the form numbers for the materials you would like to order.

FALL 2010 WHIRLPOOL® LAUNDRY CATALOG

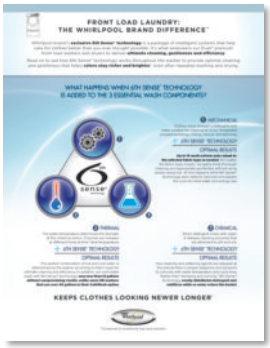
Form No. WL100206
Cost: $3.00 each

2010 DUET® PREMIUM LAUNDRY SPECIFICATIONS SHEET

Form No. WL100237B
Cost: $1.00/pad of 25

2010 DUET® PREMIUM LAUNCH ENVELOPE

Form No. WL100237-KIT2
Cost: $5.00 each



6TH SENSE® TECHNOLOGY FRONT LOAD WASHER SHEET

Form No. WT100192B
Cost: FREE (Pad of 25)

2010 ADVANTAGE MAGAZINE

Summer 2010
Form No. WT100137
Fall 2010
Form No. WT100167
Cost: FREE

2010 DUET® PREMIUM LAUNDRY POINT-OF-PURCHASE KITS

COMING SOON!

*Based on a 3 lb load of lightweight fabrics. **Compared to traditional top load washers.

"EcoBoost™ options give additional efficiency without giving up gentleness."

clothes looking newer longer.**

"No one can top the quietness of SilentSteel™ technology."

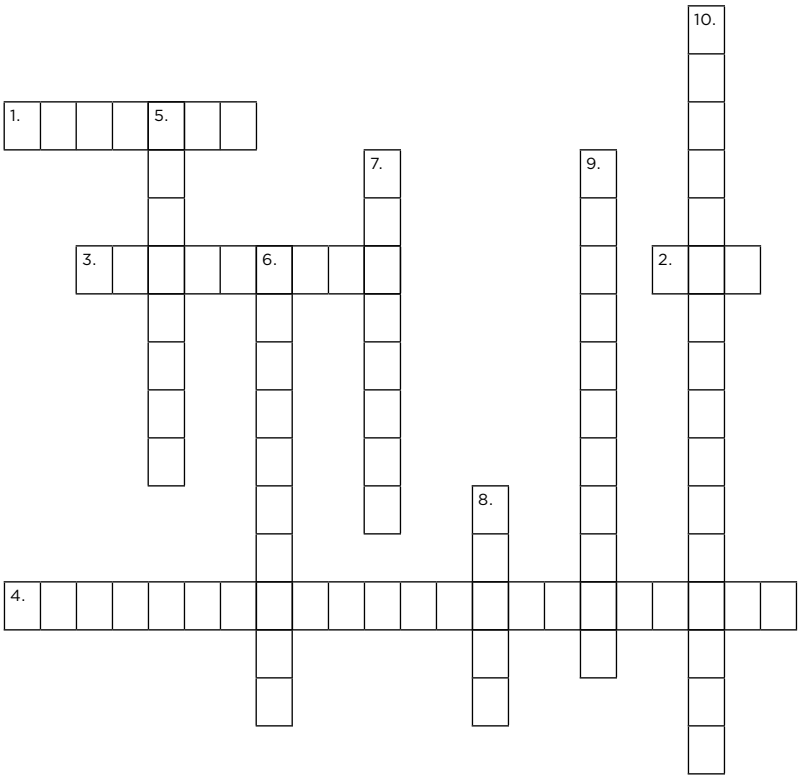
KNOWLEDGE CHECK

ACROSS

1. Remove or reduce odor-causing residue from the washer with _____ washer cleaner. (Page 15)
2. Full-color widescreen _____ displays let customers begin a cycle with just the touch of a button. (Page 12)
3. Industry-exclusive Quiet Spin 360 technology delivers the ultimate in _____ control. (Page 6)
4. Depending on load size and fabric type, the _____ dispenser will dose multiple injections of detergent solution while the washer fills for superior cleaning performance. (Page 7)

DOWN

5. _____ option lowers water temperature and minimally increases mechanical action to use less energy while still delivering great cleaning. (Page 4)
6. 6th Sense® _____ is a package of intelligent systems that sense and manage what was once beyond your control. (Page 2)
7. _____ option begins the drying process in the washer. (Page 7)
8. _____ cycles help relax wrinkles and refresh loads. (Page 9)
9. The _____ dryer drum uses three-layers of material to dramatically minimize noise level. (Page 9)
10. With _____ sensing, three active built-in sensors read incoming air temperature, exhaust air temperature, and moisture levels. (Page 8)



To learn more about Duet® laundry pairs and other Whirlpool® laundry pairs see Brand Academy for video demonstrations or visit whirlpool.com

World Class Appliances
built with
AMERICAN PRIDE

America's best-selling laundry brand* proudly designs, engineers and assembles new Duet® premium laundry pairs right in the U.S.A. We employ over 20,000 U.S. workers, many of whom help assemble this Duet® premium lineup in Ohio. With 100 years of laundry leadership, we're driving the future of appliances.

Whirlpool®
Home Appliances

whirlpool.com

**Euromonitor International*, 2009.

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